

## ITP PROGRAMME CONTENTS

MODULE 1	Intro to programme
	You
	Knowledge
	State
MODULE 2	First Impressions & Image
	Attitude
	Role Models
MODULE 3	Placement & Contact
	Body Language
	Verbal Language & Vocabulary
	Communication Basics
MODULE 4	Customer Service
	Instructors Creed
	Students Creed
	Ethos & Culture
MODULE 5	Intro Classes
	Lesson Planning
	Class Structure
	Time & Efficiency
MODULE 6	Effective Feedback
	Building Rapport
MODULE 7	Simplicity
	Self-Management
	Personal Development & Goal Setting
MODULE 8	Character
	Human Needs
	Learning Styles
	A&P Test
MODULE 9	Motivation
	Teamwork
	Leadership
	Member Retention
MODULE 10	Business Structure
	Understanding The Business
	Enrolments
	Sales & Upselling
MODULE 11	Health & Safety
	Safeguarding & Child Protection
	Business Specific Policies & Processes
MODULE 12	1-1 & Small Group Training
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